

Subeksha Thapa- Product Designer

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Professional Summary

Product Designer with 4+ years of experience crafting B2B, Saas, and FinTech platforms. Skilled in transforming complex concepts into scalable design systems, driving accessibility (WCAG) and data driven designs. Proven track record of cross-functional collaboration and mentoring 16+ junior designers. Passionate about solving real user problems and aligning design outcomes with business goals.

Professional Experience

Bluetelecast Software Company, Sr. Product Designer

February 2025 – June 2025

- Collaborated in user research & analysis optimizing user interfaces based on data-driven insights.
- Contributed to early-stage design of 3 mobile/web features, supporting consistency across 2 platforms and improving accessibility score by 15%.
- Participated in weekly design standups and cross-functional meetings with developers and product managers to support design alignments.

Waterflow Technology, Associate → Mid Level Product Designer

August 2022 – July 2024

- Contributed to a platform redesign that increased user retention by 15% and improved **development speed by 40%**.
- **Promoted to Mid-Level Designer** in April 2023 in recognition of high-impact contributions and consistent performance.
- **Mentored 16+ product designers**, streamlining workflows by 30% and enhancing design quality across 10+ projects.
- **Spearheaded strategic user research and usability testing**, identifying pain points that led to a **20% increase in user engagement**.
- **Developed and implemented a scalable design system**, reducing inconsistencies and cutting design-to-dev handoff time by **30%**.

Apricity Nepal, Jr. Product Designer

November 2021 – July 2022

- **Improved overall design strategies** based on customer feedback and iterative testing.
 - Worked closely with product managers meet objectives that were **aligned with business requirements**.
 - Built wireframes and prototypes, leading to **faster approvals and decreasing bounce by 15%**.
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Highlighted Projects

Trade Management System- (Fintech, SaaS)

- Transformed complex trading workflows into intuitive platform serving 200K+ users, **improving accessibility and usability**.
- **Conducted user research with 30+ active traders** by running A/B Test and Usability Test identifying key pain points, which resulted **15% increase in user retention**.
- **Created and maintained a scalable design system**, reducing UI inconsistencies and **speeding up development by 30%**.

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- **Collaborated with developers and stakeholders** to align business goals with customer needs, ensuring a seamless trading experience by implementing accessibility standards (WCAG), improving readability and usability for diverse investors.

E-Learning Platform- (B2B, SaaS)

- Designed a **user-friendly learning dashboard serving 200k+** traders by **reducing sign-up friction by 35%**.
- **Implemented micro-interactions** that helped in user **engagement by 30%**.
- **Introduced engaging animations** & components, improving the platform's visual appeal and usability.

Key Skills

- **Core Competencies**
 - Design Strategy & Research: Strategic Product Thinking, User Research, A/B Testing, Usability Testing, Information Architecture, Scalable Design Systems.
 - Product Design: End-to-end Design, Cross-platform Design, Wireframing, Prototyping, Interaction Design, Visual Design.
 - Accessibility & Standards: WCAG Compliance, UX Writing.
 - Leadership & Collaboration: Team Leadership, Mentoring (16+ designers), Cross-functional Collaboration, Stakeholder Management.
- **Design Tools & Technologies**
 - Primary: Figma, FigJam, Adobe XD, Miro, Framer.
 - Knowledge of Frontend Development: HTML, CSS, Tailwind, React.js, Svelte.js.
 - Project & Team Management: Agile Methodologies, JIRA.

Leadership & Mentorship

- Led Product Design Hackathon for an average of 20+ participants, resulting in 3 functional prototypes addressing real-world design challenges.
- Mentored 16+ Product Design Interns on design thinking and Figma best practices, successfully transitioning 90% of them into junior designer roles.
- Guided junior designers on stakeholder presentation and feedback strategy and helped them run user testing & A/B testing workshops that improved product UX decisions.

Education

Masters in Computer Information Systems

Nepal College of Information Technology

Completed: September 2024

Bachelors in Computer Application

St. Edmund's College

Completed: August 2021
